



CIVIC AFFAIRS COMMITTEE MEMBERS PRESENT: A.M. Clausen, S. Havn, J. Hewitt, C. Kaufman, M. Kehrli, L. Knudtson

CIVIC AFFAIRS COMMITTEE MEMBERS EXCUSED: J. Butler

STAFF: L. Martin, M. Pierce

TRUSTEES:

OTHERS:

1. Call to Order

The meeting was called to order at 5:05 p.m. by **Chair Clausen**.

2. Persons Desiring to be Heard

None

3. Approval of the December 8, 2015 Meeting Minutes

Motion by **HEWITT** and seconded by **KEHRLI** to accept the December 8, 2015 minutes. Motion unanimously passed (6-0).

**4. Mount Pleasant Community Guide Publication
Update on Business List/Spreadsheet**

CLAUSEN reported that spreadsheets were provided to Village communications. Both she and Martin met with the salesperson, Mr. Zaremba, assigned to this project. He was given hard copies of the spreadsheets. She telephoned Mr. John Dussman, and he told her 800 businesses were sent letters at the end of last week. However, this was a generic list, with no phone numbers or e-mails. They also asked for use of a Village conference room and phone.

MARTIN reported that he scheduled a tour of the community for Mr. Zaremba, who is calling businesses and working sales for advertising in the Community Guide. Timeline for the guide is 105 days from January 1, 2016.

5. Website Traffic – Goals & Objectives | Discussion

CLAUSEN had the report from **J. ROBERS** on page views. Report followed the same pattern as last year: garbage/recycling, Village Clerk, Police, Assessor page views. **ROBERS** will look at placing a window for viewers to ask a question; however, she needs to finish Police updates first. **KAUFMAN** noted that there were conflicting statements on the website, regarding Voter I.D. However, the linked sites had the correct information. **CLAUSEN** will look into that.

**6. Village History on Website & Community Guide
Review of Materials**

CLAUSEN turned over to **MARTIN** the information to be placed in the trophy case. She retained the information needed to develop the history. **KAUFMAN** will follow up with U.W.-Parkside, seeking a student to work on the history. **MARTIN** reported that the trophy case is budgeted for 2016, but there may be some facility issues.

7. First Quarter 2016 Sewer Bill Insert

a. Featured Business

CLAUSEN stated that they ran out of time to get the Featured Business into the Fourth Quarter 2015 Sewer Bill Insert. Malicki's Piggly Wiggly did respond that they were interested, but neither they nor Dickey's provided the information. **MARTIN** will send follow-up email to both businesses, asking for



their information and photos by the end of the month. **KAUFMAN** has been working on the insert. **L. GLEASON** was going to finish it, but the information from the two businesses was never received. Voter information and Relay for Life information will be on the back. **KAUFMAN** requested a little more lead time for these projects, as she is very busy at the Museum. **MARTIN** noted that the Village Clerk should have input into the general information put into the inserts.

b. Relay for Life

KNUDTSON will have Julie from Relay for Life send photos to **KAUFMAN** for Sewer Bill Insert.

c. Additional Information

No additional information was reported.

8. Business Welcome Letters

CLAUSEN reported that she had not received any new business welcome letters, recently. She encouraged committee members to make themselves known and develop a relationship with businesses, as they visited them, letting them know that we are happy to have them in Mount Pleasant. She asked that they report back to the Committee about their visits. Also, remind businesses that we look forward to their participation in Mount Pleasant Day, this year. ****Note for CLAUSEN to thank Jennifer at Jimmy Johns for sandwiches.***

9. Adjournment

Motion, at 5:35 p.m., by **HEWITT** to adjourn. Motion seconded by **HAVN**. Motion unanimously passed (6-0).

****Next meeting is Tuesday, February 9, 2016, at 5:00 p.m.***